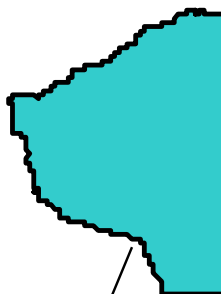
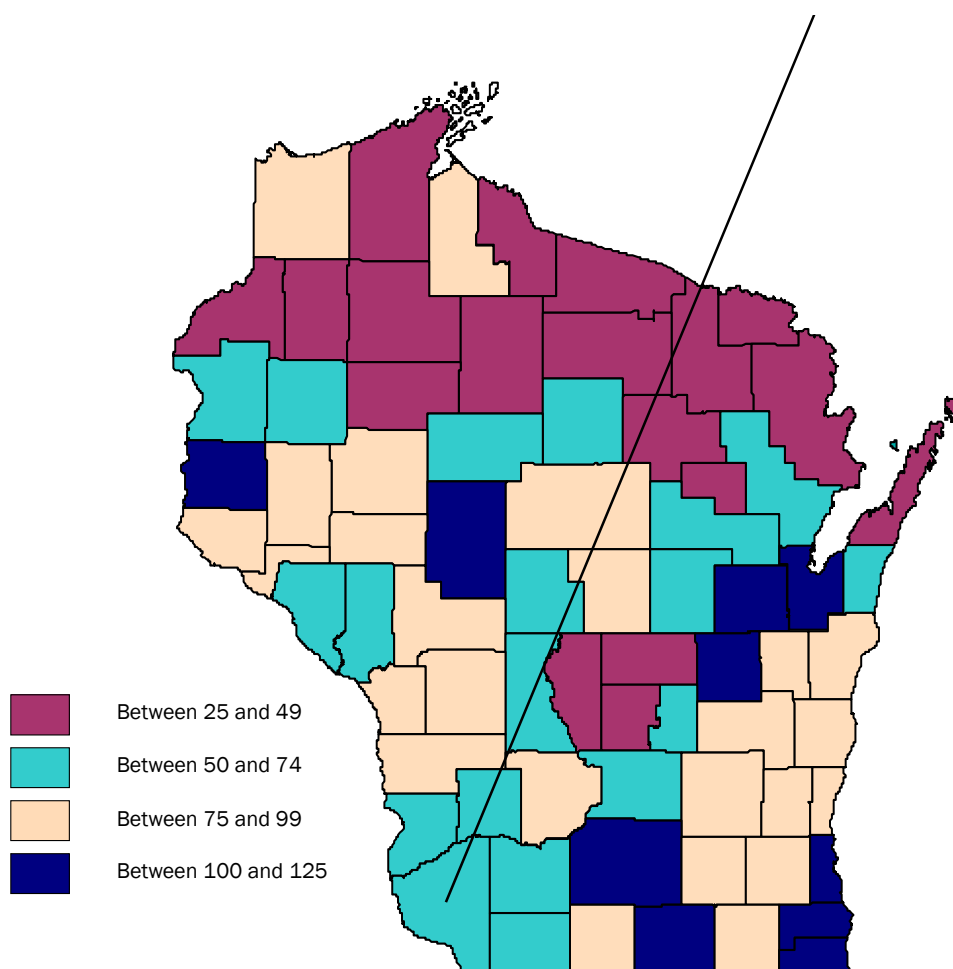


Grant County Workforce Profile



The number of residents aged 25-29 years for every
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



County Population

Grant County, located in the most southwest corner of Wisconsin, has continued slow population growth below the state and national growth rates. This is not a unique situation for Grant County as many counties in southwest Wisconsin have shown little growth in population. In fact, some southwestern counties had more residents 100 years ago than they do currently as the state's population center became more concen-

those in the young-adult age groups, which is out of the norm for small, rural county like Grant.

Grant County's population is forecasted to grow four percent (+2,000 residents) over the next 25 years. For comparison, the state's is expected to grow 15 percent. Analysis of Grant's projected population data show those ages 19 and younger will decrease seven percent. The number of those in their prime working years, ages 20-59 years, is expected to decrease by 16 percent. And those ages 60 and older are projected to increase by 70 percent.

From a compositional standpoint, those 19 and younger will decrease slightly from 27 percent to 25 percent of the total population. This is actually a stable number in this age group compared to other Wisconsin counties. Grant's stability in this group is due to the fact that it houses a state university and technical college drawing in younger population. The population ages 20-59 will decrease from 53 percent of the population to 43 percent. And the population

Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,715	5,532,955	169,240	3.2%
Grant County	49,597	50,552	955	1.9%
Largest Municipalities				
Platteville, City	9,989	10,109	120	1.2%
Lancaster, City	4,070	4,042	-28	-0.7%
Boscobel, City	3,047	3,403	356	11.7%
Fennimore, City	2,387	2,388	1	0.0%
Jamestown, Town	2,077	2,106	29	1.4%
Cuba City*	1,945	1,942	-3	-0.2%
Platteville, Town	1,343	1,380	37	2.8%
Muscoda, Village*	1,357	1,348	-9	-0.7%
Hazel Green, Village*	1,171	1,163	-8	-0.7%
Hazel Green, Town	1,043	1,149	106	10.2%

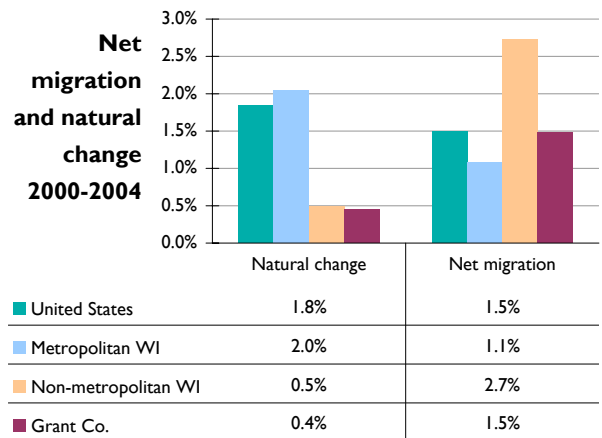
*Grant County portion only

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

trated to the southeast corner of the state. Grant County's population has grown 27 percent in the last century. The state's has grown 160 percent.

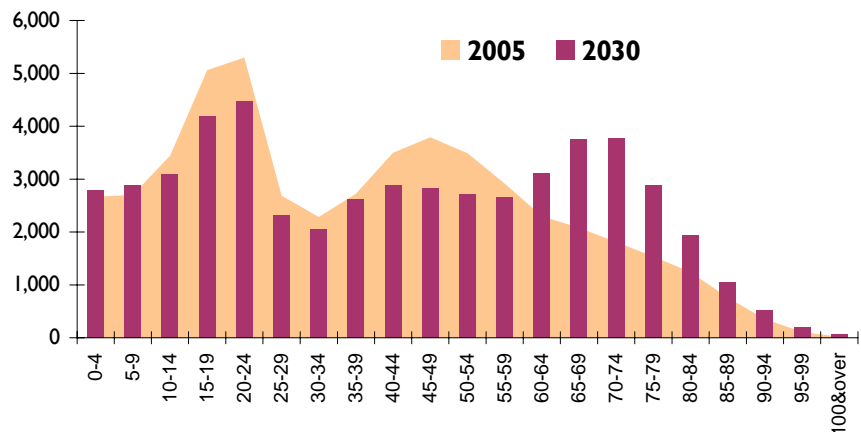
Most of Grant's new residents have come via net in-migration over the last four years as is typical of a non-metropolitan county. Most of them came from Dane County, Iowa County (WI), and Dubuque County, Iowa. Migration is a net figure balancing in- and out-migration. The top destinations of people moving out of Grant County have been Dane County, Lafayette County, and Iowa County.

Age is a key discussion point in light of Grant County's future labor force, and ultimately, the local economy. The graph to the right shows Grant County's projected population by age group in 2005 and 2030. Two features of this graph are noteworthy: 1) the older age groups show the largest growth, while the younger groups will become smaller and 2) the largest age groups in the county will continue to be



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Grant County



Source: WI Dept. of Administration, Demographic Services

Future Population and Labor Supply

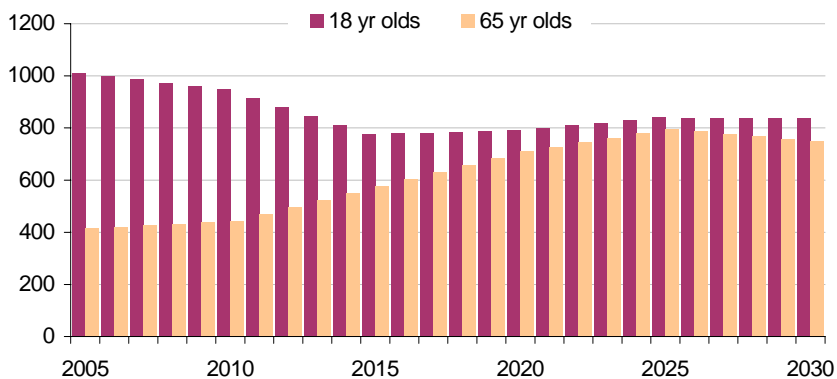
ages 60 years and older will increase their presence from 20 percent of the population to 33 percent of the population by year 2030.

What do all these percentages mean in terms of Grant's workforce? They are an indication of generational disparities, a sheer numbers issue comparing the numbers of those exiting and entering the labor force. The graph to the right plots the projected numbers of those ages 18 and 65 each year in Grant County until 2030. These ages were chosen as symbols of those entering and exiting the workforce. The reader will notice that the number of those turning 18 each year will decrease by about 20 percent and level off, while the number of those age 65 will double and become as numerous as the labor force entrants.

This presents a number of issues. One issue is that the number of those leaving the workforce will exceed those entering. Keep in mind that recent history has had labor shortage situations in a time of "surplus" labor force entrants. The upcoming years will likely experience more pronounced labor shortages particularly in occupations that tend to be filled by those of a certain age group, gender, or educational/skill background. Another issue is that as the population ages; the economy changes. As residents age they place more demand on the community's providers of goods and services, i.e., health services, retail trade, leisure and hospitality, etc.

Employers will compete for workers as they always have and skilled and educated workers could be in shorter supply relative to newer and increased demand. The labor force will be

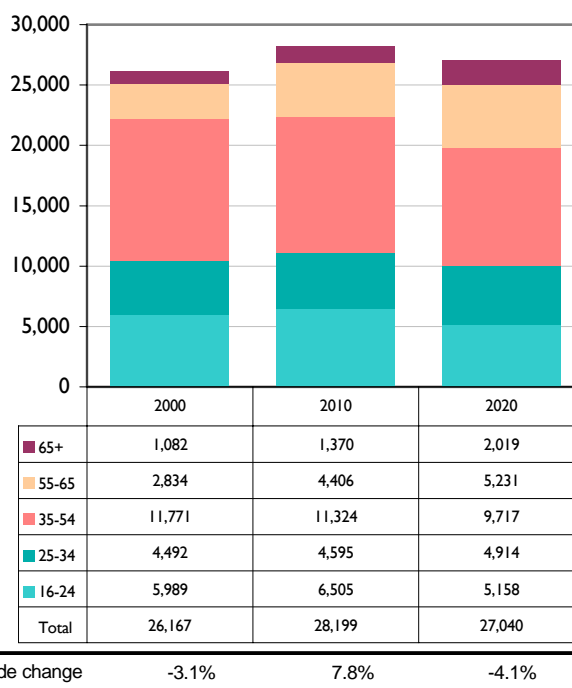
Convergence of 18 & 65 year old population in Grant County



Source: WI Dept. of Administration, Demographic Services

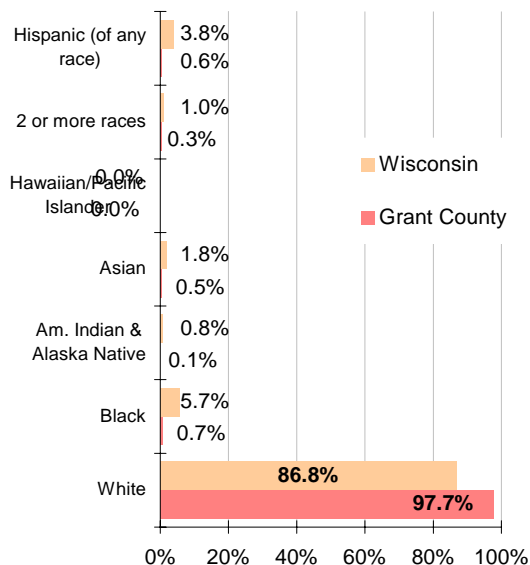
older on average though it is uncertain whether workers will remain in the labor force longer than they do currently. Trends suggest that workers are retiring at younger ages. Retirement is a subjective term and many retirees do rejoin the workforce, though usually in a reduced capacity. But the retirees compose is a small portion of the total workforce as the labor force participation rate of those 65 and older is low. For example it is estimated that only about 30 percent of those ages 65-69 are in the labor force in Grant County. At ages 70 years and older, this percentage approaches the 'teens as one might expect.

Grant County Labor Force Projections by Age



Source: DWD, Office of Economic Advisors, August 2004

Race and ethnic distribution



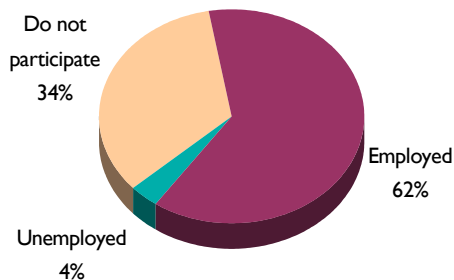
Source: U.S. Census Population Characteristics Estimates, 2002

Current Labor Force

Grant County's unemployment rate did not increase as dramatically over the last few years like other counties in Wisconsin. Many counties' number of unemployed doubled comparing 1998 to 2003, though it should be noted that the late 1990's had unprecedented, record-low unemployment rates making the comparison so much more striking. Still, Grant's unemployed residents did increase 40 percent from 1998 to 2003 and showed a higher than state and national

reasons such as retirement indicating a large older population segment in Grant County. In all likelihood, Grant's LFPR will gradually decrease over the next few decades, but to what extent is unknown. The decrease in LFPR will be a result of age demographics, not a faltering labor economy, and this will not be unique to Grant County or Wisconsin.

Labor force participation in Grant County

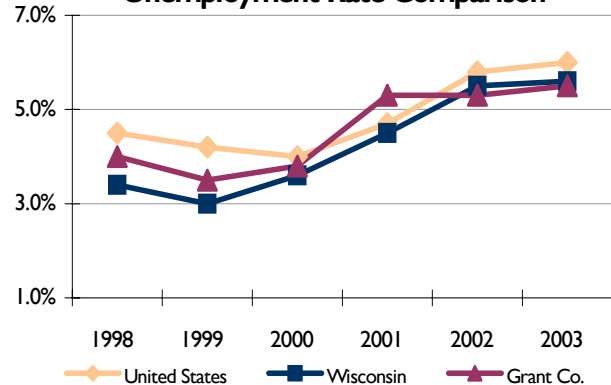


Source: DWD, Office of Economic Advisors, July 2004

average unemployment rate in one of the last three years.

Grant's labor force participation rate (LFPR) was 66.1 percent in 2003, which was below the state and national averages of 72.9 and 66.2 percent, respectively. Grant's 66 percent LFPR conversely indicates that almost 34 percent of those ages 16 and older did not participate for

Unemployment Rate Comparison



Grant County Civilian Labor Force Data

	1998	1999	2000	2001	2002	2003
Labor Force	24,800	23,613	24,325	25,136	24,678	25,652
Employed	23,797	22,790	23,409	23,816	23,360	24,247
Unemployed	1,003	823	916	1,320	1,318	1,405
Unemployment Rate	4.0%	3.5%	3.8%	5.3%	5.3%	5.5%

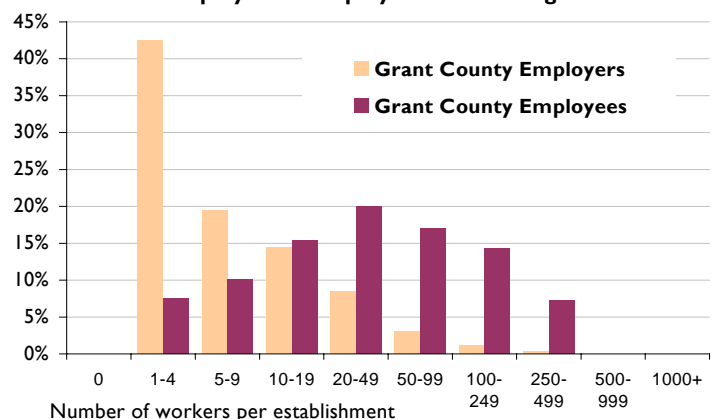
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Employers by Size

The majority of Grant County's employers are smaller in size as approximately 77 percent of them employ between one and 19 workers. While this may seem to be an inordinately large share of smaller employers, it is actually a typical share. The term "small employer" is subjective. Some define it as fewer than 500 employees and some as low as fewer than 20 employees.

From the employee perspective, the highest share of the county's employees work in establishments that employ 20-49 workers. In fact, 53 percent of total Grant County employment is in establishments with fewer than 50 total employees. Employers with 500-999 employees have been suppressed on this graph, but one will notice three employers on the next page with employment levels within these ranges. There are no employers with 1,000 or more employees in Grant County.

Share of employers & employees in size range in 2003



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Industry & employers by size

Examination of a county's labor market from the demand (employer) point of view is essential to gauge the type of workforce employers are seeking. The tables below outline the top employers by industry and the top employers by name and establishment size. The pie-graphs to the bottom indicate the prominence of these top industries and employers in terms of the county's total employment.

It is common for services-providing sectors to show the large-

est and fastest employment growth in both one- and five-year periods. Some goods-producing sectors, like manufacturing industries, may still show a large employment presence, but they may likely show a loss of employment over these time-frames, too. It is also common for many counties traditionally heavy in goods-producing employment to now have services-providers, particularly health and education services, as their larger employers and industry sectors.

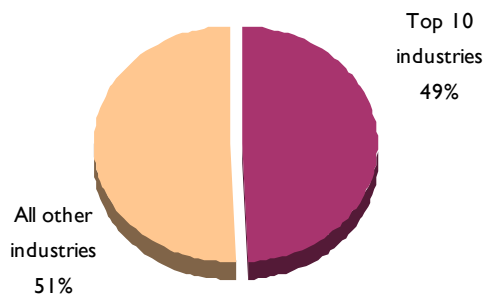
Top 10 Industries in Grant County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Educational services	14	2,554	-117	-61
Food services & drinking places	105	1,222	-35	-11
Executive, legislative, & gen government	51	881	4	28
Electrical equipment & appliances	suppressed	suppressed	not avail.	not avail.
Nursing & residential care facilities	12	617	-42	60
Hospitals	suppressed	suppressed	not avail.	not avail.
Ambulatory health care services	50	527	28	168
Food manufacturing	14	494	44	137
Food & beverage stores	20	446	-3	-36
Professional & technical services	60	425	25	-1

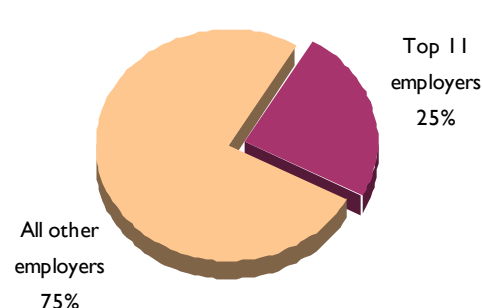
Top 10 Employers in Grant County

Establishment	Product or Service	Size (Dec. 2003)
University of Wisconsin- Platteville	Colleges and universities	500-999 employees
County of Grant	Executive and legislative offices, combined	500-999 employees
Brodbeck Enterprises Inc.	Grocery stores	500-999 employees
Philips Electronics North America	Electric power and specialty transformer mfg.	250-499 employees
Southwest Wisc Technical College	Junior colleges	250-499 employees
Southwest Health Center Inc.	Nursing care facilities	250-499 employees
Rayovac Corp.	Primary battery manufacturing	250-499 employees
WI Secure Programs Facility	Correctional institutions	250-499 employees
Platteville Public School	Elementary and secondary schools	100-249 employees
Milprint Inc.	Commercial flexographic printing	100-249 employees
Memorial Hospital of Boscobel Assn	General medical and surgical hospitals	100-249 employees

Share of jobs in top 10 industries in Grant County



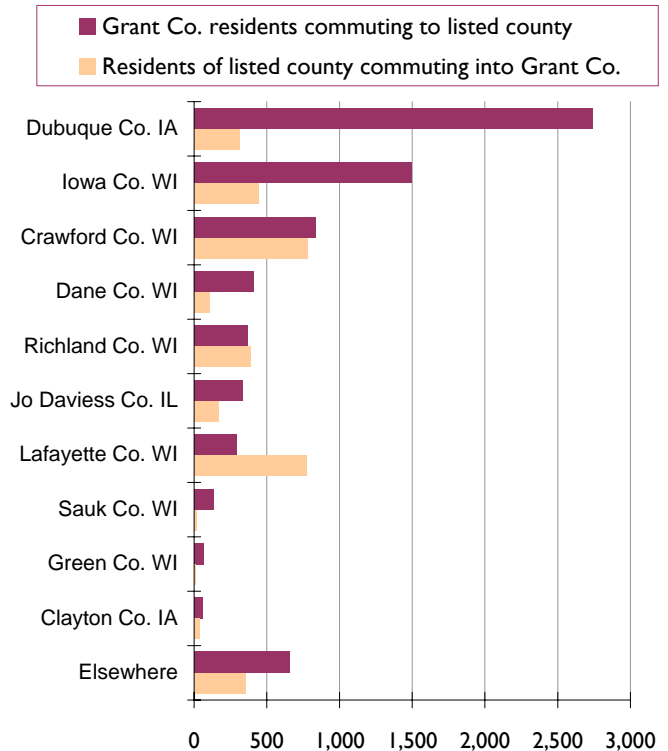
Share of Grant County jobs with top 10 employers



Commuting

Grant County's commuting patterns show that approximately 30 percent (7,400) of its resident workers commute outside of Grant County for work. Like other state-line bordering counties, many of Grant's out-commuters cross the border, or in this case, the Mississippi River for work. Roughly 2,700 residents travel to Dubuque County, Iowa. Illinois also receives a contingent of Grant County's workers, albeit a small number of workers, but a number greater than the Illinois residents working in Grant County. Commuting is theoretically necessary for Grant's labor force as the number of its employed residents (24,000) outnumbers total non-farm wage and salary employment jobs (18,800).

There are approximately 3,400 workers from other counties (and states) that commute to work in Grant County. The majority of in-commuters are from Lafayette and Crawford counties and more than likely are traveling to the cities of Boscobel and Platteville, which are very close to Grant's border with these counties. It is estimated that 18 percent of the jobs in Grant County are filled by workers not living in Grant.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

The table to the right lists the occupations with the most employment in the Crawford Labor Supply Area as of May 2003. Their hourly wages are also displayed.

The hourly wages shown include the mean (average) and the median (50th percentile), which are the most frequently requested occupational data. The 25th and 75th percentile wages are also included to help give an indication of entry-level and experienced worker wages, respectively. The 25th percentile indicates that 75 percent of the total workers in this occupation earn more per hour than this wage. The 75th percentile wage indicates that 25 percent of workers make more than this hourly wage.

If the mean and median wages are relatively close, the labor market for this worker is probably tight or very competitive for hiring employers. If the median is significantly below the mean, an employer offering mean wages should have an advantage in attracting workers. However, prospective workers will likely find a higher than average level of competition for these jobs.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 th	50 th	75 th
Retail salespersons	\$9.30	\$6.84	\$8.05	\$9.71
Cashiers	\$7.49	\$6.35	\$7.36	\$8.47
Janitors & cleaners, except maids & hskpg. cleaners	\$9.58	\$7.75	\$9.69	\$11.24
Truck drivers, heavy & tractor-trailer	\$16.26	\$12.50	\$15.50	\$18.26
Nursing aides, orderlies, & attendants	\$9.37	\$8.54	\$9.48	\$10.39
Elem. school teachers, except special ed.	-	-	-	-
Secretaries, except legal, medical, & executive	\$11.25	\$9.69	\$11.15	\$12.99
Bookkeeping, accounting, & auditing clerks	\$11.08	\$9.23	\$10.72	\$13.00
Team assemblers	\$11.24	\$8.34	\$9.76	\$12.61
Middle school teachers, except special & voc. ed.	-	-	-	-
Teacher assistants	-	-	-	-
Office clerks, general	\$9.44	\$7.49	\$9.14	\$11.16
Registered nurses	\$20.50	\$18.10	\$20.00	\$21.95
Truck drivers, light or delivery services	\$10.51	\$7.92	\$10.78	\$12.62
Sec. school teachers, except special & voc. ed.	-	-	-	-
Bartenders	\$7.02	\$6.43	\$7.17	\$7.88
Correctional officers & jailers	\$15.14	\$14.02	\$15.24	\$16.48
Maintenance & repair workers, general	\$12.30	\$9.19	\$12.01	\$14.99
Bus drivers, school	\$12.78	\$9.45	\$12.21	\$15.55
Comb. food prep. & serving workers (fast food)	\$7.23	\$6.20	\$7.01	\$8.13

Grant County is part of an area which includes Crawford, Grant, Lafayette, Richland and Vernon counties.

Employment and Wages

The average annual wages paid in Grant County, like many non-metropolitan, rural counties, are lower than the state's average. Statewide averages are heavily influenced by metropolitan counties. The table to the right shows how Grant's annual average wages by sector compare to the statewide averages.

The graph at the bottom of the page displays the percentages of total employment and total wages paid in Grant County. The largest employing sector is education and health services. It also pays the highest share of wages in the county. Manufacturing is the third largest employing sector, but it is the only other sector along with education and health services to pay disproportionately higher wages than its representative employment.

The average annual wages that an industry pays can depend upon many factors such as geographic location, seasonal activity, presence of workers with collective bargaining agreements, etc. But the most crucial component of wage levels are industries' occupational compositions. Some industries employ higher than average shares of skilled/educated workers commanding higher salaries. Some industries employ a higher than average share of entry-level, part-time or sea-

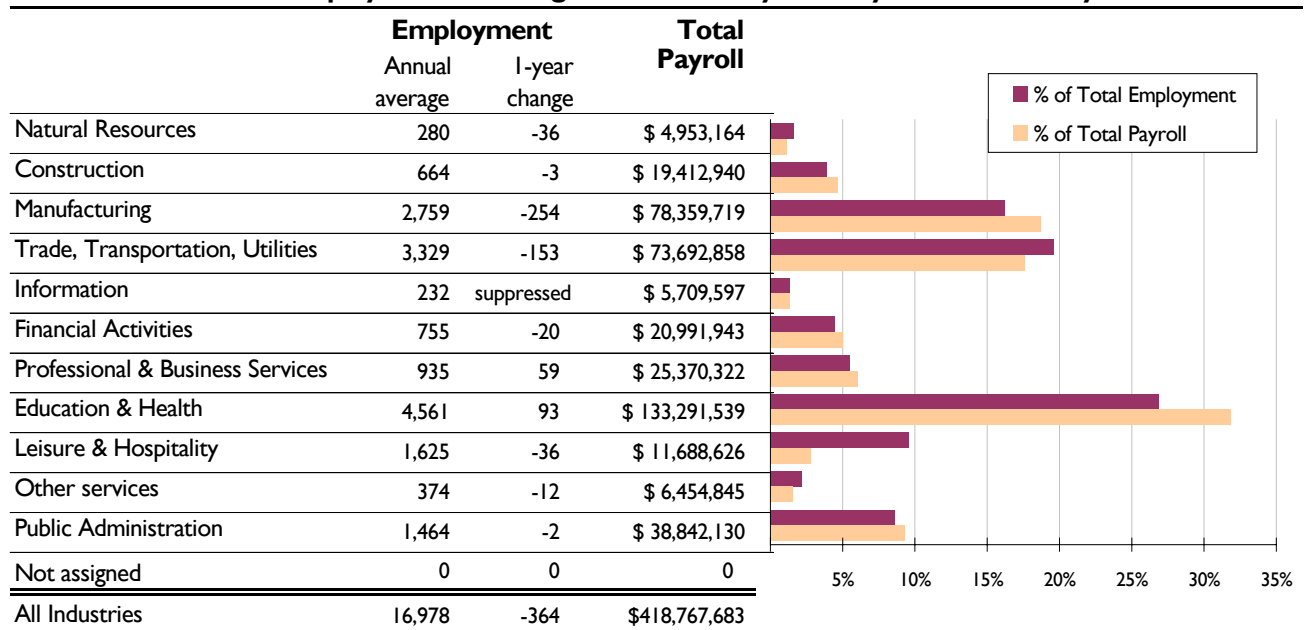
Average Annual Wage by Industry Division in 2003

	Average Annual Wage Wisconsin	Grant County	Percent of Wisconsin	1-year % change
All Industries	\$ 33,423	\$ 24,665	73.8%	3.5%
Natural resources	\$ 25,723	\$ 17,690	68.8%	4.1%
Construction	\$ 40,228	\$ 29,236	72.7%	-2.0%
Manufacturing	\$ 42,013	\$ 28,401	67.6%	5.3%
Trade, Transportation, Utilities	\$ 28,896	\$ 22,137	76.6%	3.3%
Information	\$ 39,175	\$ 24,610	62.8%	Not avail.
Financial activities	\$ 42,946	\$ 27,804	64.7%	6.9%
Professional & Business Services	\$ 38,076	\$ 27,134	71.3%	0.6%
Education & Health	\$ 35,045	\$ 29,224	83.4%	2.1%
Leisure & Hospitality	\$ 12,002	\$ 7,193	59.9%	3.6%
Other services	\$ 19,710	\$ 17,259	87.6%	2.4%
Public Administration	\$ 35,689	\$ 26,532	74.3%	6.1%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

sonal workers. Grant's second largest employing industry sector; trade, transportation, and utilities, pays a slightly lower percentage of Grant's total wages than its percentage of employment. The reason for this is that the majority of this sector's employment in Grant County is rooted more heavily in retail trade industry employment than its other component industry sectors. Retail trade tends to have an occupational composition that is heavily entry-level with part-time and seasonal work schedules. Leisure and hospitality employment also shares these characteristics.

2003 Employment and Wage Distribution by Industry in Grant County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

Per Capita Personal Income

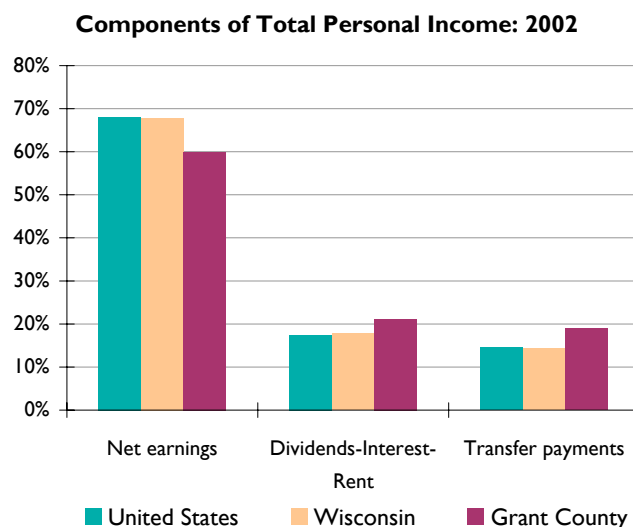
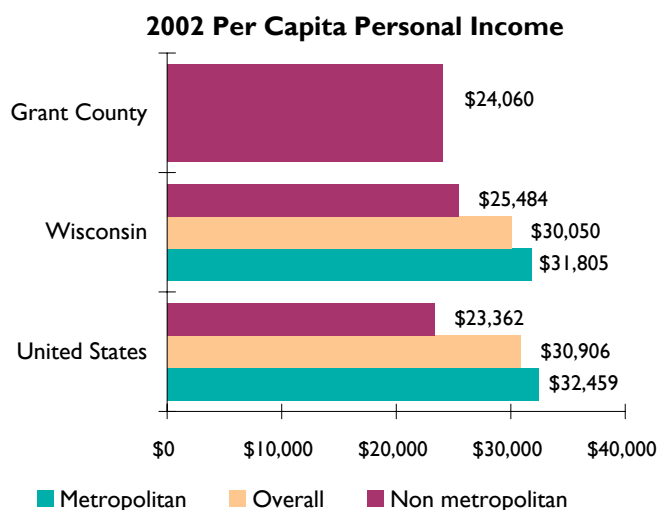
Income is the resultant combination of all manners in which people or families or households obtain monies. Generally, the majority of a county's total income is obtained via job wages, though Grant County, as a whole, obtains significantly a lower than average share of its total income from these earnings (graph, bottom right). It obtains a higher than average shares of its total income from governmental transfer payments and investment dividends and interest payments. Grant has a larger than average elderly population, which is a reason for the higher than average ratio of government al transfer payments. These include social security, government retirement benefits, Medicare and other benefits.

Per Capita Personal Income (PCPI) is the most utilized sta-

tistic in referencing a local area's comparative economic health. Grant County's PCPI has increased faster than both the state and U.S. PCPI over the last five years. Interestingly, Grant's total personal income growth rate (not shown) was slightly lower than the state's rate. One possible explanations for this seemingly contradictory juxtaposition is that the number of income obtaining residents may have increased faster than Grant's overall population growth, or at least faster than those not obtaining income, such as young children. Total wages paid in Grant (not shown) has grown faster than average, but, again, Grant's total personal income is based upon a less than average share of these wages.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Grant County	\$19,329	\$20,868	\$21,115	\$22,291	\$23,221	\$24,060	3.6%	24.5%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Grant County	\$21,665	\$23,032	\$22,801	\$23,288	\$23,588	\$24,060	2.0%	11.1%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

Bill Brockmiller
405 North 8th St.
La Crosse, WI 54601
Phone: 608-785-9337
email: William.Brockmiller@dwd.state.wi.us

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.